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AMENDMENTS TO THE SPECIFICATION

Please amend paragraph 0024 of the specification as hereinafter indicated.

[0024] The HTTP host server 20 is included within a server operating system 21. The HTTP host server 20 processes HTTP client browser requests using server input variables (e.g. affiliate IDs), server environment variables (e.g. HTTP_REFERER), and browser identifier files (e.g. affiliate cookie files 28), and generates output for the client using data files 22 (e.g. Web pages 23), configuration files 24 (e.g. .htaccess 25), and program files 26 (e.g. an affiliate script 27). The HTTP host server 20 enables HTTP affiliated servers 36 and HTTP affiliated clients [[15]] 17 to link directly to key Web pages, while tracking the traffic and/or orders for each affiliate.

Please also amend paragraph 0034 of the specification as hereinafter indicated.

[0034] The present invention includes setting a cookie in response to an encoded URL requested by an affiliated client 15 or referred by an affiliated server 36, and then redirecting the browser 30 to the site owner's specified key page. Advantages of the present invention include that it has applications for building link popularity and link traffic for a site owner's key pages. Search engines 31 use link popularity and link traffic to determine the "importance" of the page. In the future, search engines 31 may use the present invention in unanticipated ways to the benefit of site owners. In particular, Web browsers may be used to activate search engine servers so as to locate either a referring server or a host server. In addition, search engine spiders may be used to locate a referring server or a host server.